

Fort Worth Public Library's delivery trucks hit the streets



New library cards reflect each of the vehicle's design schemes

The Fort Worth Public Library's four delivery vehicles, which move on average 4 million tons of materials every year, were redesigned to reflect the Library's fun and exciting culture and commitment to books and reading, arts and culture, community vitality and Fort Worth's rich history.

Each truck reflects a unique facet of what the Library brings to neighborhoods across the City. The project was made possible through funding by the nonprofit Friends of the Fort Worth Public Library.

Now, Library patrons may choose a library card that reflects the design from one of the four trucks.

"The trucks drive all across Fort Worth on their daily routes," said Library Director Manya Shorr. "With the fresh, new looks, the trucks will serve as vibrant mobile billboards to reflect the library's part in the community."

One truck features shapes that represent what many library patrons visit to find, from books and movies to using public computers. Its abstract geometric shapes also reflect on Arts & Culture – contributing to the City's thriving arts scene.

A second truck is a nod to nostalgic childhood educational cartoons, proclaiming that "Libraries Rock." The message contributes to Education & Growth – enriching out-of-school time and making learning fun and enjoyable.

A third truck is cleverly disguised to look like a food truck, which points to Community Vitality – nurturing economic development, entrepreneurship and opportunity for all just as actual food truck owners do every day. The "Food for Thought" menu lists free services and resources available at the Library.

The fourth truck reflects Fort Worth’s nickname as “the Panther City” in a tattoo-inspired design that shows the Library has something for everyone. This pinpoints how the Library supports books and reading – cultivating a community of readers and serving as the literary hub for the City. “Panther City” is a nod to the nickname Fort Worth adopted after a Dallas newspaper published a backhanded comment about the city being so slow and boring that a panther was asleep downtown.

A miniature set of the trucks is also making the rounds at library locations across the city, and the fresh library card designs are proving to be a fun option for patrons.

“I chose the ‘Libraries Rock’ card because it reminds me of School House Rock and I love ‘Conjunction Junction,’” said Andra Bennett of the Fort Worth Chamber of Commerce. She and a handful of co-workers recently visited the Central Library to check out the new designs.

Patrons who see one of the refreshed Fort Worth Public Library trucks are encouraged to snap a photo and post to their social media accounts telling us where they saw the truck and using the hashtag #MyFWPL.

